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PUI - Muddy Paws Adventure Gear
Reflection

<u>User Interface Bugs</u>

1. **No Order on Browsing Page [Consistency & Standards]** - When customers go to shop, there is no specific order that the products are shown in. In addition, the browsing filter says "best-sellers" but the order doesn't align with the best-sellers list on the home page. To resolve this issue, I made sure the "best-sellers" on the homepage aligned with the best-sellers order from the browsing page.

sort by: best sellers ▼

Cat Backpack
$44.95

Dog Harness
$19.95
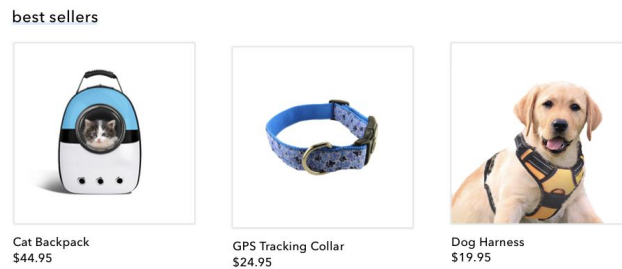
GPS Tracking Collar
$24.95

Food Storage Attachment
$9.95

Cat Harness
$19.95

Water Storage Attachment
$24.95

The order of the best-sellers goes "Cat Backpack, Dog Harness, GPS Tracking Collar" which is the same order that is presented on the home page best-sellers list (see image below).

best sellers

Cat Backpack
$44.95

GPS Tracking Collar
$24.95

Dog Harness
$19.95

2. No Color Indication When Filtering [Status of the System] - There are colors listed that the customer can filter between, but the customer has no way of knowing what those colors actually are based on their names (ex: crazyberry). In order to fix this issue, I followed the same design pattern as on the product page, with an underline for each color name that is the color it represents.


Now, customers can see what colors are associated with which name, whereas before, there were no color underlines, only the titles.

3. No Clear Way to Go Home [User Control & Freedom] - Once the customer is away from the home page, they can click the title "Muddy Paws Adventure Gear" in order to go back to the home page; however, this might not be obvious and so we should offer customers multiple ways to return to the home page. To fix this, I included a "Home" option as a part of the navigation bar.

Now, there is a "home" option on the navigation bar. Before, there were only "shop, our story, contact".
(see below for previous version).
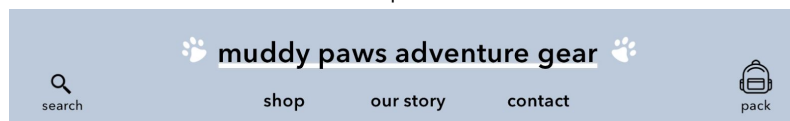
4. TItle of Website Different than Company Name [Match Between System and Real World] - The title of the website is "Muddy Paws Adventure Club" but the title of the company is "Muddy Paws Adventure Gear". There is a disconnect between the two so customers might be confused if they are on the right website. To fix this, I changed the banner on each page to say "Muddy Paws Adventure Club".
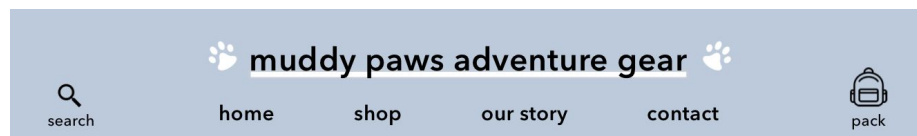
Now, the name of the company matches the name of the website: Muddy Paws Adventure Gear.

Challenges & Bugs

This is my first time coding with html/css and thus, it was definitely a challenge. The CodeAcademy and Lab lessons were extremely helpful, but there were obviously still things that I did not know. For instance, I wanted different spacing in the navigation bar. To do this, I realized I had to use a display:flex and also found a fun website flexbox froggy which teaches users how to use flexboxes in their code. I also needed to review the hierarchy in css, which meant reviewing the differences between a class and an id. There can be multiple items of the same class, but ids are unique. Another issue was that the images were different sizes at first. I discovered that rather than using CSS

to try to align them into boxes, I should just manipulate the photos to all be the same size outside of html/css altogether. I was able to debug by asking other friends, meeting with Sai the TA, using trial and error, and resources such as Code Academy or W3 schools. Although this was a challenge, I had a lot of fun and learned a lot.

<u>Brand Identity</u>

The branding of Muddy Paws Adventure Gear is reflected through subtle design choices. FIrst and foremost, it was important that the website appear clean and simple to use in order to prevent customers from feeling overwhelmed. A sans-serif was used for readability, and text has a hierarchy of size in order to follow along with the information hierarchy. The company focuses on the active lifestyles of pets and their owners and thus, the first image that users see is a dog in nature. Beside that image is the company mission and goals which is also important for customers to understand. Additionally, pictures of the products are clear so that customers understand that the company is prioritizing their products. Animal paw prints are seen throughout to continue to emphasize that this website is for pets. It can be found on the banner of every page, on the CTA to add a product to a bag, etc. Additionally, instead of a "shopping cart," there is a "pack," which refers to a backpack, which is most typically seen when doing nature activities, and aligns with the overall theme of outdoor pets. Finally, on the home page, we have an option to "Begin Exploring" which brings customers to the shopping page. Thus association relates the idea of "Exploring" the wilderness to "exploring" the website.